



Restaurant Benefits & Requirements

The Santa Fe Alliance is once again coordinating the Farm to Restaurant project. Now in its fifth year, this campaign's goal is to promote restaurants and producers that are buying, selling and serving local food. We strive to streamline this process and encourage more knowledge in the community of the benefits of supporting our local food economy.

Why is this important?

- ECONOMY** A dollar spent locally generate three times as much income for the local economy.
- COMMUNITY** Purchasing local food reconnects the eater and the grower, the urban and the rural.
- HEALTH** Food is our most basic tie to the land. Our bodies live better with the foods that are grown where we are.
- TASTE** Chefs prefer the freshness and quality to make the delicious dishes we all enjoy.
- ENVIRONMENT** Local food has a smaller carbon footprint and less influence by industrialized farming.

For your participation, you will receive:

- The benefits of a \$40,000 media campaign promoting local food through Farm to Restaurant
- Promotion in print, online, Cook with the Chef, radio interview, Facebook and local & national media
- Listing in Farm to Restaurant website directory to showcase your local food buying initiative
- Business name listed when possible in conjunction with Farm to Restaurant campaign marketing
- Exclusive Farm to Restaurant promotional materials, including poster and logos for menus, ads & web
- Resources for how to market Farm to Restaurant at your business and how to train your staff
- Opportunity to get fresh, local food delivered to your kitchen door through Farm to Restaurant *Delivers*

Participation Requirements:

- Become a business member of the Santa Fe Alliance or renew your membership
- Complete the Farm to Restaurant questionnaire
- Provide necessary marketing material for promotions: logo, photos, quotes
- Provide names of local producers who chef works with or be a participant of Farm to Restaurant *Delivers*
- Provide year-end percentage of local food costs from local producers
- Participate in collaborative marketing campaign by featuring Farm to Restaurant logo when possible
- Train staff to promote the benefits of local food and the Farm to Restaurant project

To sign up for the Farm to Restaurant project or to receive more information, contact programs@santafealliance.com, call 505-989-5362 or go to www.santafealliance.com/farmtorestaurant.